

# *R J Reynolds*

Tobacco Company

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September 26, 1995

MEMORANDUM TO: RJR ACCOUNT MANAGERS - WAM DISTRIBUTORS

SUBJECT: MEETING WITH WAM DISTRIBUTORS -- NEXT STEPS

IMPORTANT:

- Contact and arrange meeting with WAM Distributors ASAP
- It is important to meet soon with the WAM Distributors who have early meetings planned in October or early November to:
  - 1) Work with them to order Forsyth "Signature" P.O.S. materials from the Forsyth Planning Book, i.e., posters, shelf strips, "Signature" decals, etc. which Distributors must understand they have to place these pack decals on all the generic P.O.S.'s. Show them what is available in the permanent displays (pack and carton) and temporary displays, and how to assemble for their retailers and Sales Reps.
  - 2.) See WAM Fax to members as information:
    - Product available October 2
    - "Signature" decals for order October 4
    - WAM Enterprises will order 5' x 3' banners for Distributors, charged to their accrual fund

*Larry*

Larry Schreiber

LSS/kp

Attachment

cc/attachment: Division Managers

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